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Title: The Global Marketplace
Status: Definitive
Code: **4610TECYPC** (129176)
Version Start Date: 01-08-2021

Owning School/Faculty: Engineering
Teaching School/Faculty: YPC International College (Kolej Antarabangsa YPC)

Team	Leader
Karl Jones	Y

Academic Level: FHEQ4 **Credit Value:** 20 **Total Delivered Hours:** 68
Total Learning Hours: 200 **Private Study:** 132

Delivery Options

Course typically offered: Semester 1

Component	Contact Hours
Lecture	24
Tutorial	18
Workshop	24

Grading Basis: 40 %

Assessment Details

Category	Short Description	Description	Weighting (%)	Exam Duration
Report	AS1	Report writing	50	
Exam	AS2	Examination	50	2

Aims

To provide students with an ability to understand the importance of the economic environment in which firms and financial institutions operate. To enable students to consider the consequences of economic policy decisions on business.

Learning Outcomes

After completing the module the student should be able to:

- 1 Explain the macro-economy and the main objectives of macroeconomic policy
- 2 Describe how markets work and the conditions that lead to market failure
- 3 Recognise the importance of elasticity and explain how competition between firms impact business behaviour
- 4 Identify the main drivers of globalisation for business organisations and how international institutions shape and regulate the economy
- 5 Describe the key concepts and theories of international business in the context of real-life cases

Learning Outcomes of Assessments

The assessment item list is assessed via the learning outcomes listed:

Report writing	1	2	3	4	5
Examination	2	3	4		

Outline Syllabus

Macroeconomic policy objectives

Economic growth: what it is, why it matters, policy alternatives

Unemployment: what it is, why it matters, policy alternatives

Inflation: what it is, why it matters, policy alternatives

International trade and exchange rate systems

The nature of markets and the importance of prices

Elasticity

Introduction to international business: globalisation and the international business environment.

General frameworks in international business: why firms become MNEs.

Innovation and competitiveness of MNEs.

The politics of international business: international institutions and regional Integration.

International culture: understanding cross-cultural management

Learning Activities

Formal lectures, workshops and tutorials

Notes

This module has been designed to introduce students to economics and the focal point of the module is to demonstrate the importance of economics for business. Guest speakers from multinational companies and international institutions will be

invited, thus allowing students to hear about their first-hand experience of international business.